Cranmore Mountain Resort recognized for going green

State announces reductions in greenhouse gases

January 17, 2008

NORTH CONWAY — N.H. Department of Environmental Services Commissioner Tom Burack joined Cranmore Mountain Resort General Manager Ben Wilcox and State Representative Naida Kaen at a special event to commend Cranmore for taking a leadership role in reducing greenhouse gases in N.H., and to announce reductions in greenhouse gases that have been realized as a result of statewide use of bio-diesel and other alternative fuels.

Cranmore was the first resort in the Northeast to use bio-diesel and has demonstrated the viability of this fuel in cold weather applications. The use of bio-diesel and other alternative fuels has many benefits, including the reduction of greenhouse gases and other air pollutants.

Cranmore Manager Ben Wilcox also announced at the event the Resort's endorsement of a Regional Greenhouse Gas Initiative and support for legislation to implement this initiative in N.H.

Right: Cranmore Mountain Resort was recognized by the New Hampshire Department of Environmental Services on Jan. 11 for its leadership in the reduction of greenhouse gases. Pictured, from left to right: Cranmore Director of Operations Jim Mersereau, Cranmore General Manager Ben Wilcox, NHDES Commisioner Tom Burack, Rep. Naida Kaen, Rep. Tom Buco, and Rep. David Borden. (Courtesy Photo) (*click for larger version*)

"We are pleased to recognize Cranmore Mountain Resort for being a leader in using bio-diesel since the winter of 2003 and taking steps to reduce greenhouse gases," said Commissioner Burack. "Through this effort, combined with similar efforts throughout the state, we used an estimated one million gallons of bio-diesel in 2007, resulting in an 11,000 ton reduction of greenhouse gas emissions. This is equivalent to removing approximately 2500 cars from N.H.'s roadways. These efforts and additional actions that will result from policies such as the Regional Greenhouse Gas Initiative will be critical in our fight to mitigate the impacts of climate change."

Besides using bio-diesel, Cranmore has launched other programs such as recycling and idling reduction as part of a "Cranmore Goes Green" initiative.

"We consider ourselves a ski area pioneer in using bio-diesel in N.H.," noted Wilcox. "Cranmore is committed to continuing our efforts to take actions to reduce greenhouse gases and address the very real threat of climate change. That is why we are endorsing the Regional Greenhouse Gas Initiative as a way to demonstrate how important this issue is to the ski industry."

The Regional Greenhouse Gas Initiative is a collaborative effort to achieve reductions in carbon dioxide from fossil fuel power plants in 10 Northeastern and Mid-Atlantic states, including N.H. House Bill 1434 was introduced into the legislature on Jan. 10 and would implement this program in N.H.

Representative Kaen, Chair of the Science, Technology, and Energy Committee, thanked Cranmore for its support.

"I am hopeful that other ski areas and businesses will follow Cranmore's lead and recognize the importance of addressing climate change and the economic

benefits of doing so now rather than later," Kaen said.

Six other ski areas in N.H. are now using bio-diesel for their snow grooming equipment. Once thought to be a problem in cold climates, Cranmore's experience has demonstrated the viability of bio-diesel as a cold weather fuel. In addition, a total of 14 ski areas have adopted no-idling policies to reduce air pollution at their drop-off areas.

Cranmore Mountain Resort is a member of the Granite State Clean Cities Coalition, a group of over 70 stakeholders working in the transportation sector to bring alternative fuel and advanced technology vehicle projects to N.H. As a result of these projects, in 2006 over 1.3 million gallons of petroleum were offset through the use of cleaner, alternative fuels such as bio-diesel, compressed natural gas and propane, and through efficiency efforts such as idle reduction policies.

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